WHAT IS CLAIMED IS:

1.   An application-driven scheduling system, comprising:

a scheduling engine operable to:

receive at least one schedule item and associated time information from at least one application;

determine whether the time information for the item satisfies one or more schedule criteria;

if the time information satisfies the schedule criteria, determine a location for the item within a schedule according to the time information; and

generate the schedule containing the item; and

a rendering engine operable to render the schedule for display to at least one user.

2.   The system of Claim 1, wherein the item is incorporated into the schedule dynamically in response to its generation at the application.

3.   The system of Claim 1, wherein the schedule comprises one or more cells and the location for the item is within a particular cell, the scheduling engine operable to determine the cell for the item and determine the location for the item within the cell according to the time information.
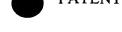
4.   The system of Claim 3, wherein the location for the item within the cell is determined according to a percentage of the width of the cell corresponding to the time information.

5.   The system of Claim 1, wherein the schedule criteria is received from a user in association with a schedule request.

6.   The system of Claim 1, wherein the schedule criteria comprises one or more categories, the scheduling engine operable to determine a category for the item and determine whether the category for the item satisfies the schedule criteria.

7. The system of Claim 1, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the system further comprising a web server operable to communicate the schedule to the user for display.

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8. The system of Claim 1, wherein the scheduling engine is further operable to generate a link to an image associated with item, the rendering engine operable to use the link to retrieve the image for display at the location for the item.

9. The system of Claim 8, wherein the scheduling engine is further operable

10 to incorporate information received from the application concerning the item into the link for the item.

10. The system of Claim 1, wherein the scheduling engine is further operable to generate an alt tag for the item, the alt tag comprising information concerning the item

15 for display in response to the user selecting an image associated with the item.

11. The system of Claim 10, wherein the scheduling engine is further operable to incorporate information received from the application concerning the item into the alt tag for the item.

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12. The system of Claim 1, wherein the system is operable to generate the schedule for display to a plurality of users substantially simultaneously.

13.   An application-driven scheduling system, comprising:

a scheduling engine operable to:

receive at least one schedule item and associated time information from at least one application in response to generation of the item at the application;

5   determine whether the time information for the item satisfies one or more user-specified schedule criteria;

if the time information satisfies the schedule criteria, determine a location for the item within a particular cell of a schedule comprising a plurality of cells according to the time information, the location being determined according to a percentage of the

10   width of the cell corresponding to the time information; and

generate the schedule containing the item, the item being incorporated in the schedule dynamically in response to its generation at the application; and

a rendering engine operable to render the schedule for display to a plurality of user substantially simultaneously.

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14.   The system of Claim 13, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the system further comprising a web server operable to communicate the schedule to the user for display.

20   15.   The system of Claim 13, wherein the scheduling engine is further operable to generate a link to an image associated with the item, the link incorporating information received from the application concerning the item, the rendering engine operable to use the link to retrieve the image for display at the location for the item.

25   16.   The system of Claim 13, wherein the scheduling engine is further operable to generate an alt tag for the item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.

17.   A method of generating application-driven scheduling system, the method comprising:

receiving at least one schedule item and associated time information from at least one application;

5   determining whether the time information for the item satisfies one or more schedule criteria;

if the time information satisfies the schedule criteria, determining a location for the item within a schedule according to the time information;

generating the schedule containing the item; and

10   rendering the schedule for display to at least one user.

18.   The method of Claim 17, wherein the item is incorporated in the schedule dynamically in response to its generation at the application.

15   19.   The method of Claim 17, wherein the schedule comprises one or more cells and the location for the item is within a particular cell, determining the location comprising determining the cell for the item and determining the location for the item within the cell according to the time information.

20   20.   The method of Claim 19, wherein the location for the item within the cell is determined according to a percentage of the width of the cell corresponding to the time information.

21.   The method of Claim 17, wherein the schedule criteria is received from a
25   user in association with a schedule request.

22.   The method of Claim 17, wherein the schedule criteria comprises one or more categories, the method further comprising determining a category for the item and determining whether the category for the item satisfies the schedule criteria.

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23.   The method of Claim 17, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the method further comprising communicating the schedule from a web server to the user for display.

24.   The method of Claim 17, further comprising:

generating a link to an image associated with the item; and

using the link to retrieve the image for display at the location for the item.

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25.   The method of Claim 24, further comprising incorporating information received from the application concerning the item into the link for the item.

26.   The method of Claim 17, further comprising generating an alt tag for the

10   item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.

27.   The method of Claim 26, wherein at least some of the information within the alt tag is received from the application.

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28.   The method of Claim 17, wherein the schedule is generated for display to a plurality of users substantially simultaneously.

29.   Software for generating an application-driven schedule, the software being embodied in a computer-readable medium and operable to:

receive at least one schedule item and associated time information from at least one application;

5   determine whether the time information for the item satisfies one or more schedule criteria;

if the time information satisfies the schedule criteria, determine a location for the item within a schedule according to the time information;

generate the schedule containing the item; and

10   render the schedule for display to at least one user.

30.   An application-driven scheduling system, comprising:

means for receiving at least one schedule item and associated time information from at least one application;

means for determining whether the time information for the item satisfies one or more schedule criteria;

means for, if the time information satisfies the schedule criteria, determining a location for the item within a schedule according to the time information;

means for generating the schedule containing the item; and

means for rendering the schedule for display to at least one user.